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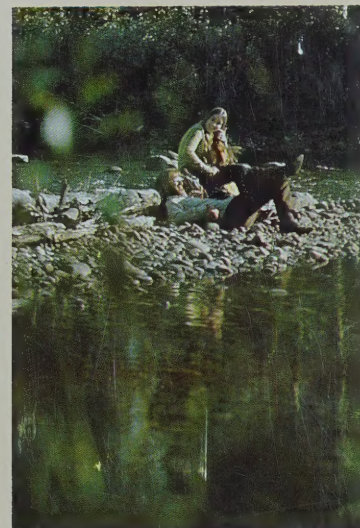
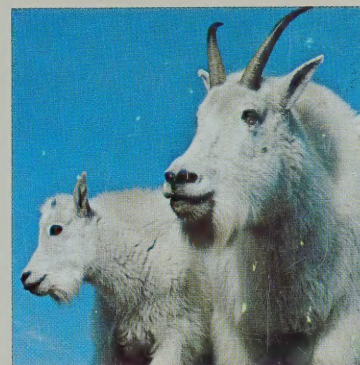
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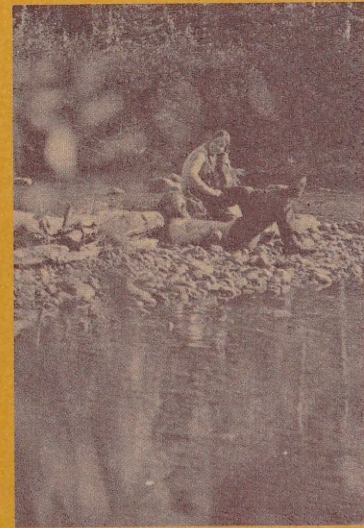
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**FIRST
ANNUAL
REVIEW**

**Travel Alberta
1972-1973**

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Travel Alberta Offices

are located in:

Edmonton, Alberta
Business Offices
Suite 320, The Boardwalk
10310 - 102 Ave.
Information Services
10255 - 104 Street T5J 1B1
Calgary, Alberta
907 - J. J. Bowlen Bldg.
620 - 7th Ave. S.W. T2P 0Y8
London, England
Alberta House
37 Hill Street W1X 7FD



Minister's Report

In 72-73 the Travel Industry generated a revenue for the Province of Alberta of about \$335 million. Approximately two thirds of that amount resulted from travel by Albertans within Alberta, the remaining one third by visitors from outside the Province.

The total visitor complement for 1972-73 also rose to about 4.2 million - an increase of about 10% over the 1971-72 figure.

The 1970's will be important years for the Travel Industry in Alberta. The present signs indicate that the overall expected growth rate is likely to be about 10% per year which will have the effect of boosting tourism to an \$800 million industry by the early 1980's. There are several rather significant factors, which are reasonably supported by research data, that lead to this conclusion:

- (1) The average growth rate over the past decade for the Travel Industry is the highest of any industry in the Province at 7.5% per year.
- (2) The age structure of the population is shifting. The age group showing the greatest increase in the next decade in both Canada and the U.S.A. will be the 25-44 year old group. In Canada this age group is expected to increase

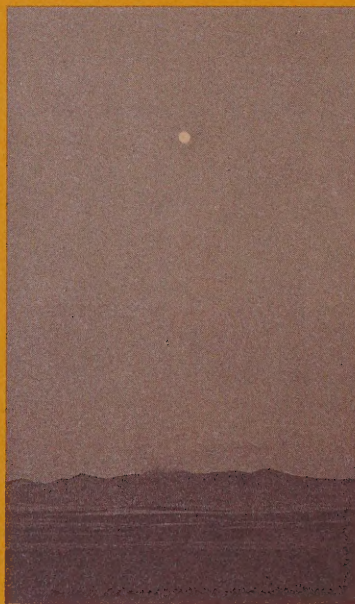
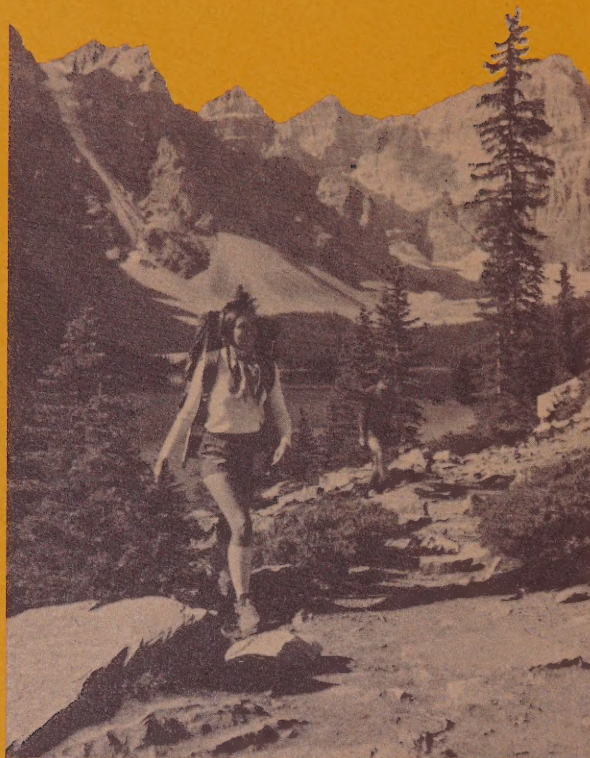




by about 55% for a total of about 7 million people by 1980. In the U.S.A., our primary travel market outside of Canada, the growth rate is expected to be even more pronounced at a 75% increase for a total of approximately 63 million people. This age group has the highest propensity for travel of any age group and is complemented by the fact that individuals in this group are also the highest wage earners.

(3) Travel is related to income. About 60% of all travel is accounted for by people whose family income is over \$9,000 per annum. This factor becomes significant when it is taken into account that the average family income has been growing at the rate of about 7% per year or about 4% in terms of real income.

(4) Canada leads all western nations in urbanization trends. The Economic Council of Canada estimates that over 80% of the population will be urban by 1980. Since 58% of the urban population takes a vacation as compared to 43% for rural residents, this means that more people will be travelling.

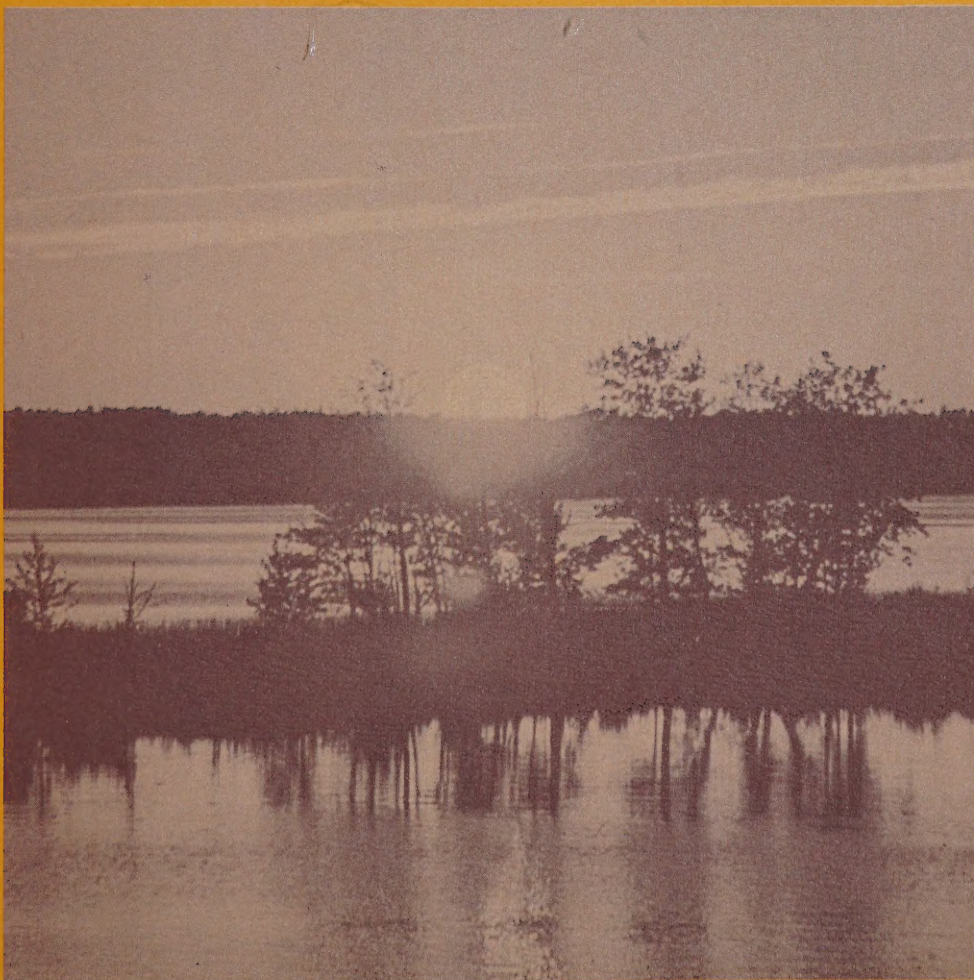


(5) The average number of hours which constitutes the work week is expected to drop at the rate of about 1% per year while paid vacation time will likely continue to climb at about 5% per year.

(6) The trend toward more flexible working hours and the compaction of the work week is likely to increase the leisure time on weekends and sharply increase "weekend vacationing."

(7) The 1970's will witness four major events in Alberta - the R.C.M.P. Century Celebrations in 1974, Century Calgary in 1975, the Canada Winter Games to be hosted at Lethbridge in 1975, and the Commonwealth Games to be held in the City of Edmonton in 1978.

The result of these developments point out the critical nature of Travel Industry programming for Alberta over the next decade. Most important of these is the fact that tourism planning and research will have to take on an accelerated emphasis in the travel program. It is essential over the next few years that growth in the industry not be allowed to outstrip our



capacity to provide facilities and to service the industry. Equally important is the necessity to maintain a balance in the development program so that the priority for the recreational needs of Albertans is and continues to be given full and proper recognition. Finally, it is important to ensure that the growth and development be co-ordinated in a manner which will support the interests of the Province generally and result in the best use of both renewable and non-renewable resources upon which the Travel Industry demands.

We have already directed our programming and staffing initiatives toward accommodating these longer term objectives. Additional material supplied in this report is designed to outline these programs in greater detail.

Hon. R. W. Dowling
Minister of Consumer Affairs
Responsible for Tourism

Executive Director's Report



As Executive Director of Travel Alberta, I am honoured to present the first Annual Review for the year ending March 31, 1973.

On December 20, 1972, an Order-in-Council officially changed the name of the Alberta Government Travel Bureau to Travel Alberta, to reflect a new, dynamic approach for tourism in this Province.

Cabinet responsibility is through the Honourable R. W. Dowling, Minister of Consumer Affairs responsible for Tourism. Travel Alberta incorporates four branches: Planning and Development, Marketing, Information Services, and Administration.

Travel Alberta's philosophy and involvement over the past year was to develop Alberta as a year round travel destination, in direct co-operation with the private sector in promotional and facility development. Principally, vacation and travel destinations and facilities are for the use of all Albertans as well as for an expanding non-resident tourist population.

Travel Alberta has initiated a continuing research program in the support and maintenance of the travel industry in this Province.

Our active role and subsequent increase in tourism facilities and income holds promise for establishing tourism as the number one industry in Alberta.

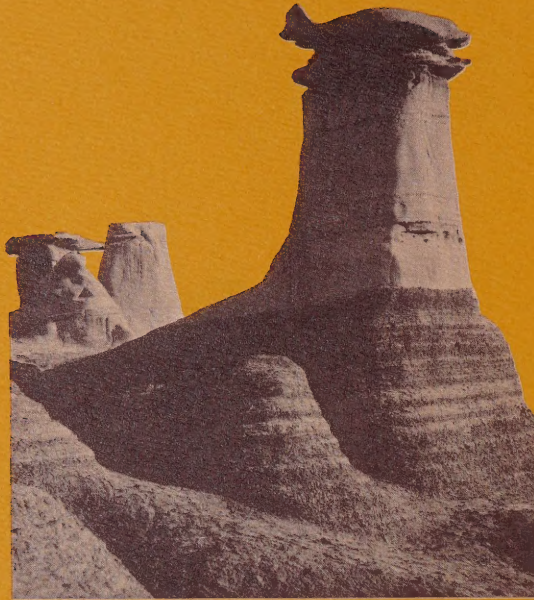
D. A. Hayes
Executive Director
Travel Alberta



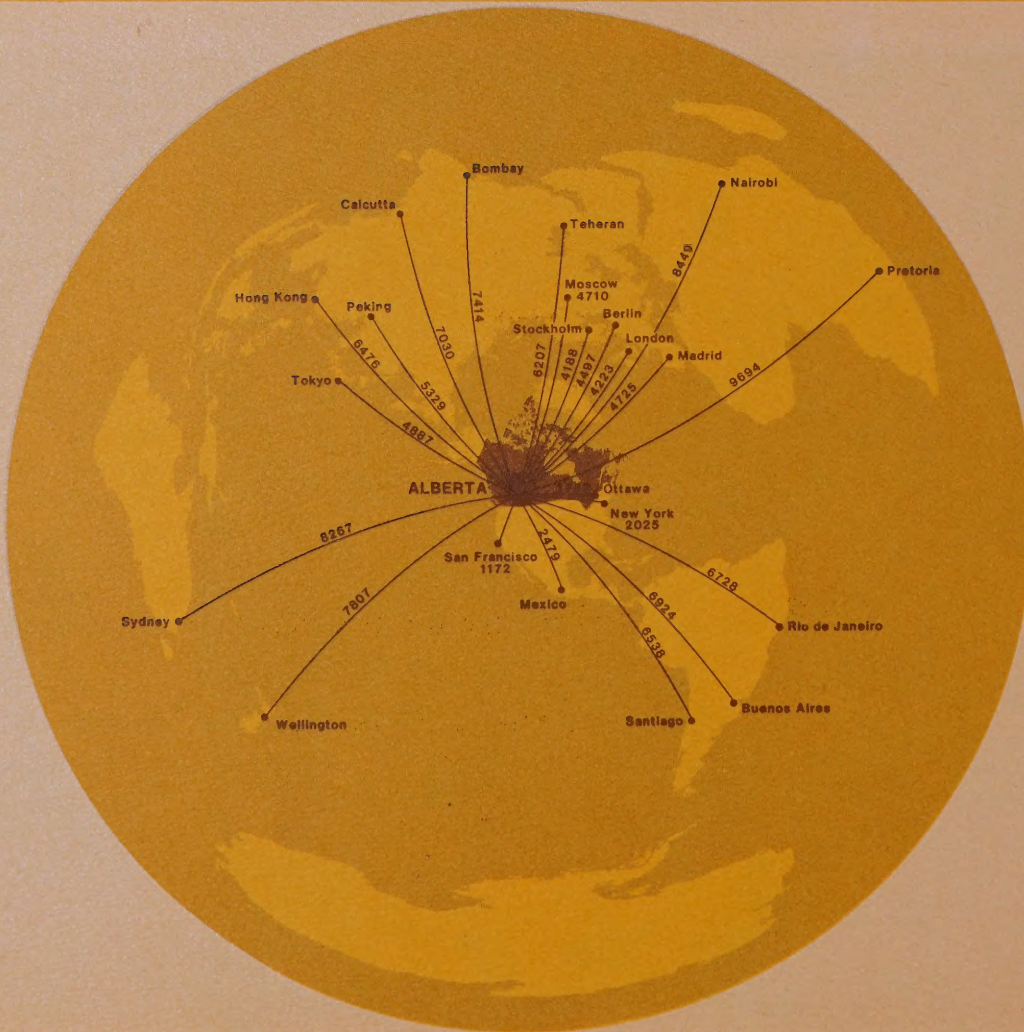


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Alberta in the World



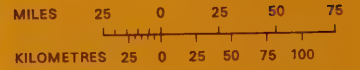


**Alberta,
Canada**



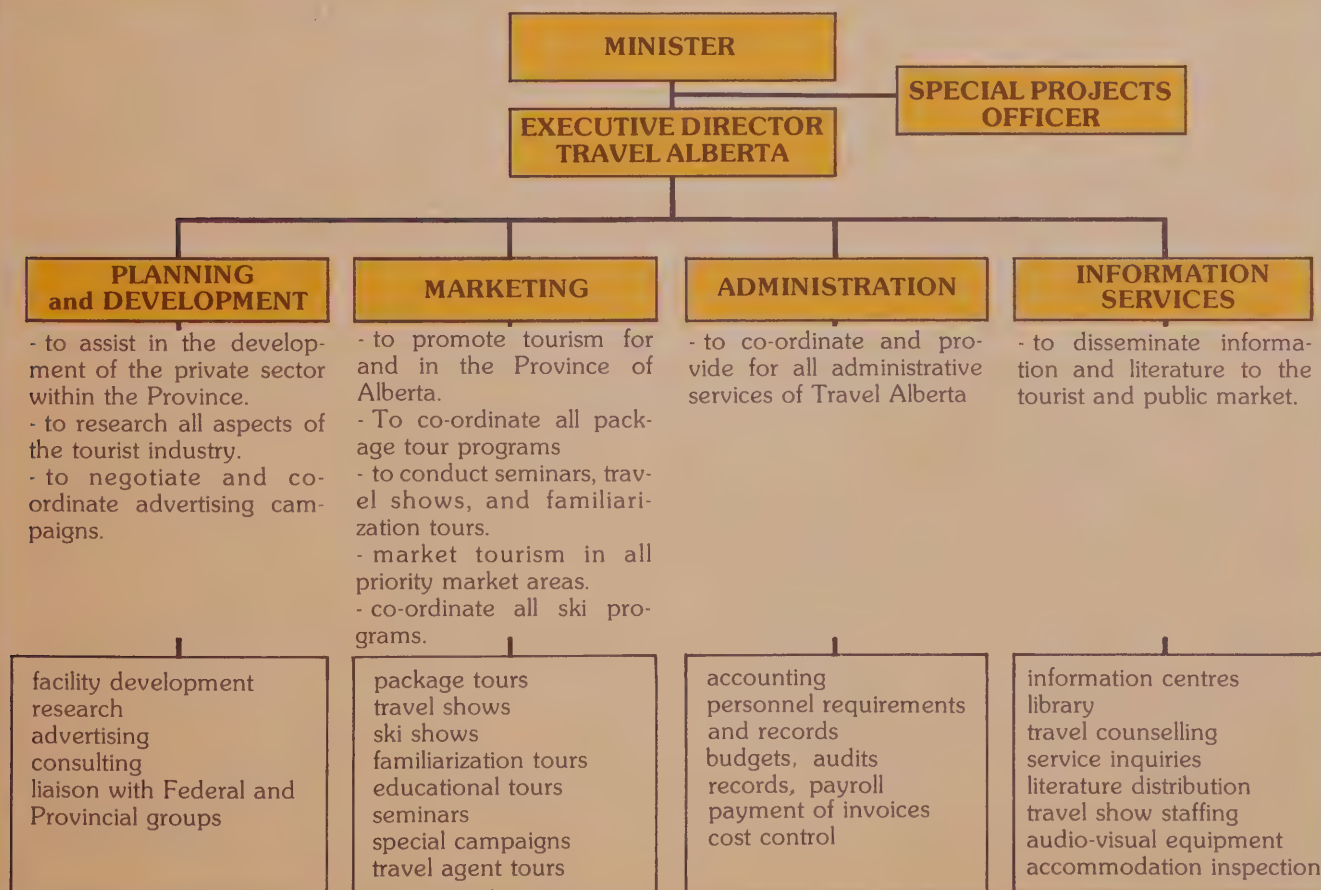


Alberta, Physical





Travel Alberta Organization Chart





Administration

The Administration Branch is responsible for co-ordinating all administrative and accounting functions with Travel Alberta. Including the personal staff of the Minister and Executive Director, twelve persons were employed in these functions.

During the 1972-73 fiscal year, the Administration Branch became independent of the Department of Industry and Commerce, with the inception of Travel Alberta, setting up its own division of accounting and personnel services.

The accounting division concerned itself with all expenditures, aspects of salaries, travel expenses, and the processing of invoices submitted for payment. The personnel division hired four new Directors and support staff to augment the four new programs that were expanded or developed.

Administration (accounting and personnel)

Planning and Development

Marketing

Travel Information Services

The total number of Travel Alberta full time positions as of March 31, 1973 was 27.

The following is a financial spending statement for the fiscal year ending March 31, 1973:

Advertising	\$ 243,500.00
Printing	267,000.00
Special Promotion	42,000.00
Grants	190,000.00
General Operating	351,000.00
Total	\$1,093,500.00

A new system called TAZAP (Travel Alberta Zone Assistance Program) was implemented to provide funding to the fourteen Tourist Zones within the Province. This system complemented Travel Alberta in its continuing practice to encourage and develop vacation and personal travel to and within Alberta.





Planning and Development

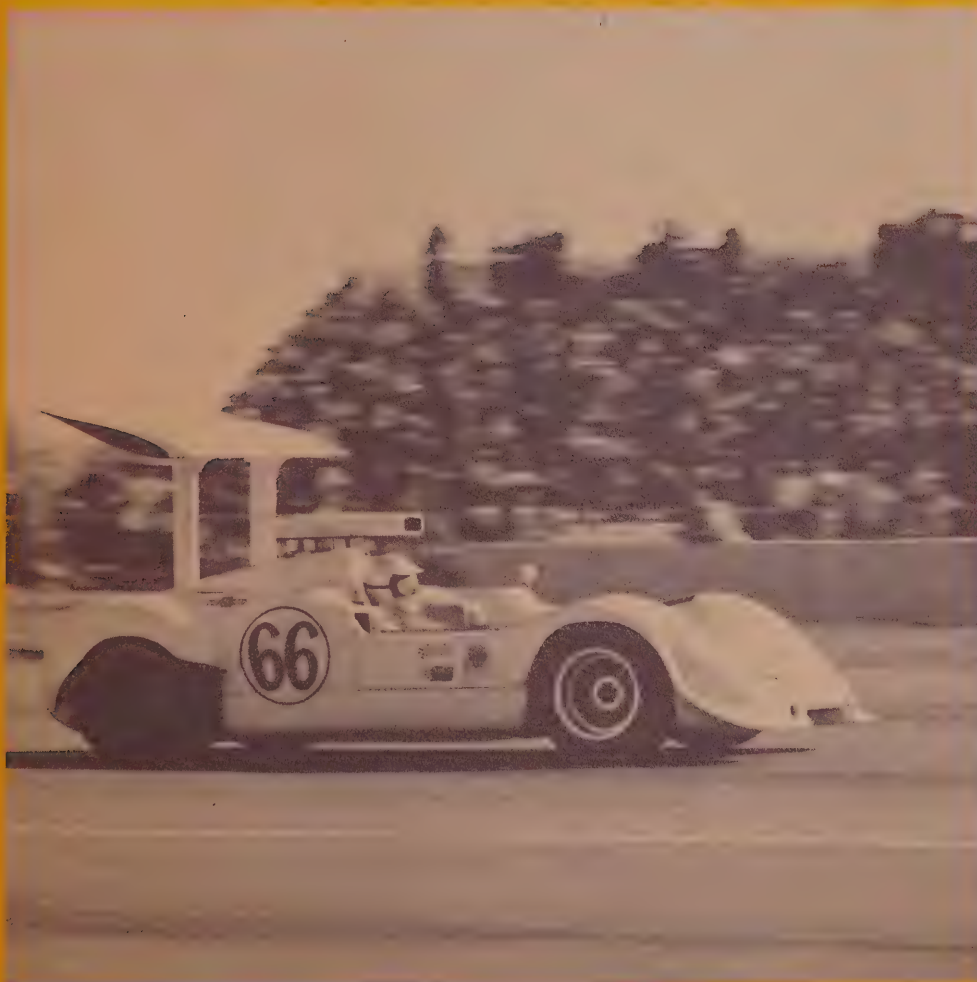
The Branch of Planning and Development became operational on October 4, 1972 with an initial staff of a Director, and a Travel Development Officer.

The objectives of the Branch are to formulate a planning philosophy for the controlled and integrated development of tourist facilities in the Province; to research the tourist industry; to assist in the developing and upgrading of tourist and recreational facilities; and to develop and co-ordinate advertising programs for Travel Alberta.

Early in 1973, groundwork was laid for the development of a Tourism - Manpower Training and Career Education program within Alberta, with a permanent staff member hired to coordinate all aspects of this program.

Planning and Development participates as an active member on several Provincial Advisory Committees for Tourism and Recreation Development within the Province as well as maintaining a constant liaison with the Canadian Government Office of Tourism for all co-operative Travel Trade Development Programs.

In addition, the Branch was a contact area for those persons in the private sector seeking to expand or improve existing tourist facilities or establish new facilities. A general overview was prepared for Travel Alberta by the Economic Analysis Division of the Department of Industry and Commerce, which outlined all existing facilities and user patterns in the Province.





Marketing

The Marketing Branch consisted of a Director and two Marketing Consultants in 1972-73.

As a continuing program, in co-operation with the Canadian Government Travel Bureau, nine Familiarization Education tours were operated comprised of Travel Agents from Europe, the United Kingdom, the United States, Latin America, Eastern Canada, and Japan. Tour exposure was designed to sell the off-peak season months of travel in all areas of the Province.

The Visit Canada Program introduced a number of prominent writers, photographers, and television personalities from around the world to the attractions and facilities in Alberta on a year-round basis.

Major co-operative partners in these familiarization tour programs were Travel Alberta, Canadian Government Travel Bureau, Air Canada, C.P. Air, Western Airlines, Brewster Transport, and the major hotels, motels, zones, and operators of various tourist attractions and facilities. A Marketing Consultant acted as tour escort for the entire itinerary of familiarization tours.

Expanded ski programs with Air Canada Skifari, and C.P. Air Ski Canada West, produced a considerable increase in mid-week skiers from Eastern North America, and new Southwestern U.S. markets.

Travel Alberta participated in travel and ski shows throughout Canada and the United States giving seminars and audio visual presentations to various clubs, media and agencies.





Information Services

The Information Services Branch was responsible for the mailing and maintenance of Travel Information Centers, the provision of Travel Counselling Services, the maintenance and continued upgrading of a reference library, and the operation of an inspection service for accommodations in Alberta.

As of March 31, 1973 a total staff of nineteen people were involved in the above mentioned responsibilities. During 1972-73, 206,224 travel inquiries were serviced and statistically coded for future reference. A total of 2,795,000 pieces of literature were distributed by this branch, with the major publications being the Visitor's Guide (accommodations directory) the Alberta Road Map, and the Vacation Alberta pictorial booklet.

The Reference Section of Information Services developed a library and published a monthly newsletter (Travel Alberta Talks) to advise industry of our activities. Nineteen Travel Information Centers were operated by Travel Alberta within the Province, as well as providing staff for five Canadian Government Travel offices in the United States. A staff of 82 persons for Information Centers was obtained through a Student Employment recruiting program.

Total attendance recorded in the information centers and trailers was 69,937 parties, a party being 2.5 persons.

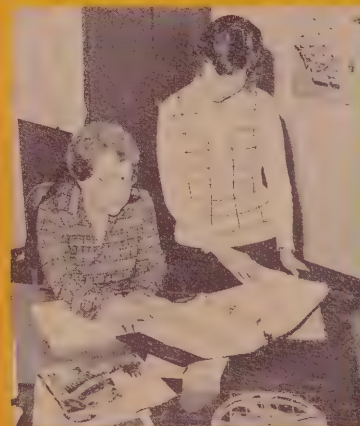
Two accommodation inspectors were responsible for 803 hotel/motel inspections, and 104 campground and trailer park inspections. This is a continuing program to ensure that all visitor accommodations will be of an acceptable minimum standard of quality and cleanliness for the vacationing travellers.





Travel Information Centres

-  TRAVEL ALBERTA CENTRE
-  ZONE INFORMATION CENTRE
-  PRIMARY HIGHWAY



Support Staff

Behind every business operation, there are those people "behind the scenes" who invariably do a great deal of work with little recognition. Travel Alberta has an efficient and knowledgeable secretarial staff in each branch, and in their own capacities, they have helped to further our organizational goals and objectives.

From our cordial receptionists to the diligent effort of the warehouse staff, these individuals have contributed greatly to the success of Travel Alberta and the tourist industry in the Province in 1972-73.



Accommodation Facilities

Vacationing travellers in Alberta can expect to find a wide range of accommodation facilities to choose from. A complete choice of price ranges, style of accommodation, location, and complementing facilities await the travelling public.

Travel Alberta accommodation inspectors make regular inspection visits to ensure that a minimum standard of decor and cleanliness is maintained at all approved accommodation facilities. These are listed on an annual basis in Travel Alberta's Visitor Accommodation Guide.

Almost 900 separate approved accommodation facilities, able to accommodate over 75,000 travellers per night were available in Alberta as of March 31, 1973. New construction and upgrading of existing facilities amounted to \$28 million in 1972-73.

Over 600 campgrounds are located throughout Alberta. A complete selection of facilities is available from moderately priced fully-serviced campgrounds to simple overnight sites where no fee is charged.



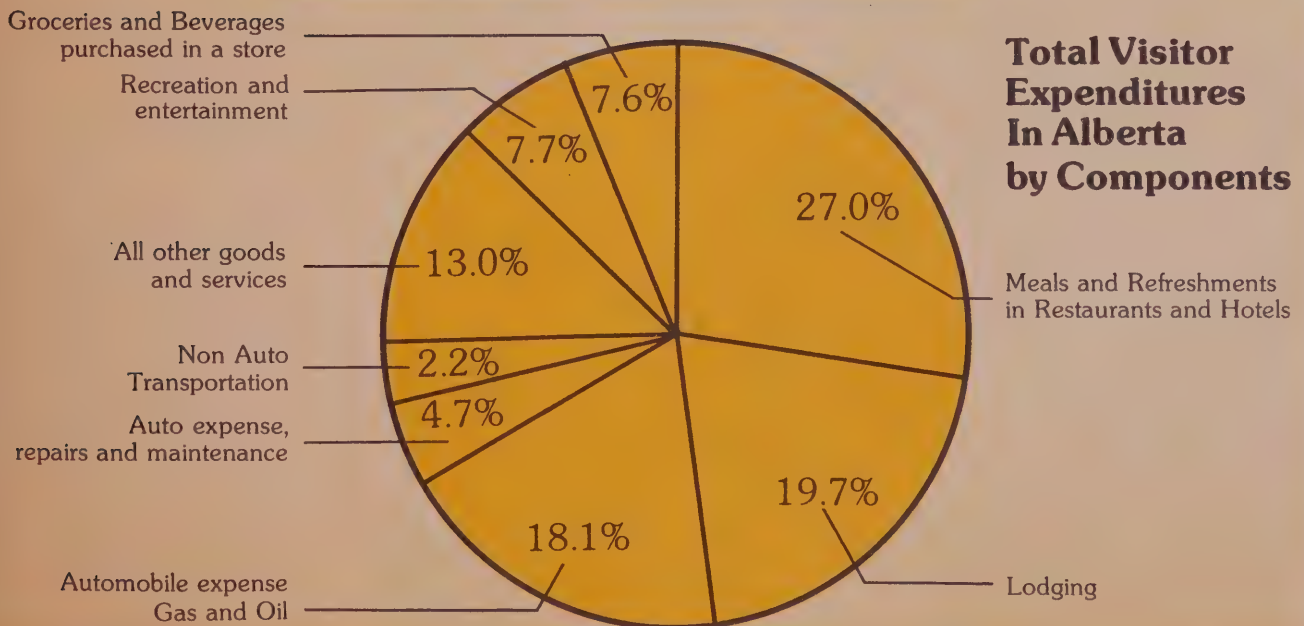
**Alberta Accommodation Facilities
March 31, 1973**

Total Facilities 895
Total Accommodation Units 26,917

New Construction or Upgrading of
Existing Facilities \$28 Million

**Accommodation
Facilities**

**Total Visitor
Expenditures
In Alberta
by Components**





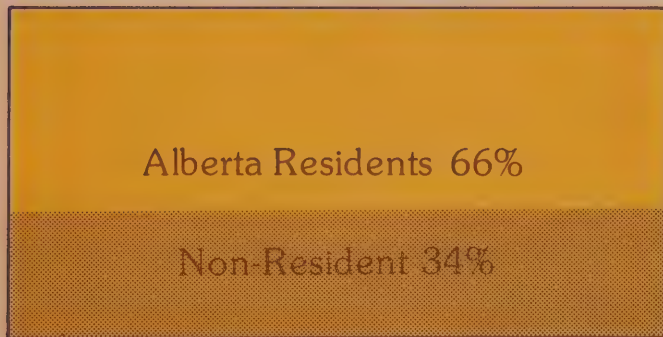
Tourism Impact

In terms of dollar input into Alberta's economy, tourism generated about \$335 million in direct revenue in 1972-73. Approximately two thirds of that amount resulted from travel by Albertans within Alberta, and the remaining one third by visitors from outside the Province. The multiplier effect of the dollar input resulted in \$140 million additional secondary effects in benefits to Albertans.

Overall, an equivalent of approximately 20,000 full time jobs were directly generated by tourism in Alberta.

The total visitor complement for 1972-73 rose to about 4.5 million, an increase of 7.8% over the 1971-72 figure.

Travel Alberta marketing and advertising campaigns contributed to an overall growth rate of approximately 10% in the Travel Industry of Alberta.



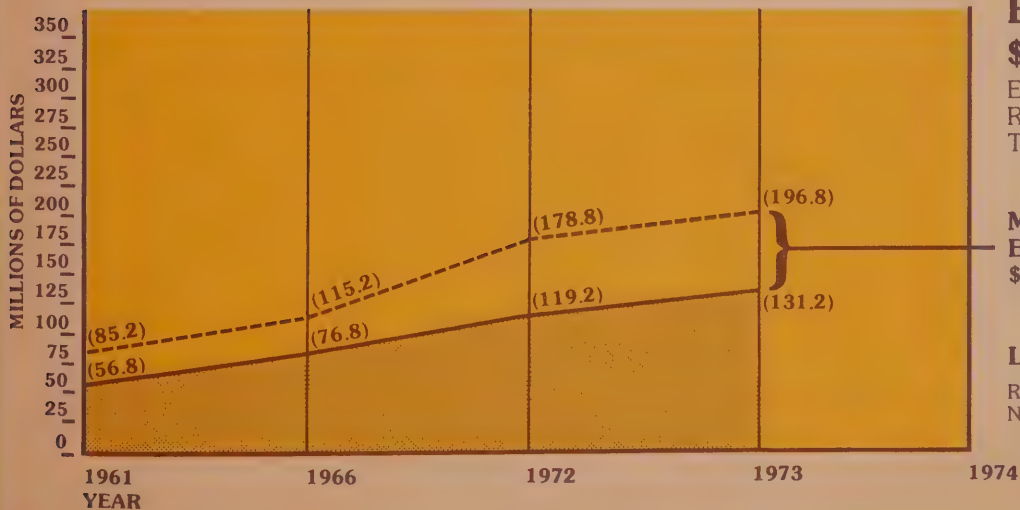
Tourism Impact in Alberta

Expenditures by origin

Estimated Total Expenditure, \$335 Million.

Estimated Revenue From Resident and Non-Resident Travel, Alberta 1961 - 1972.

**MARCH 31, 1973
ESTIMATE COMBINED
\$335 MILLION**

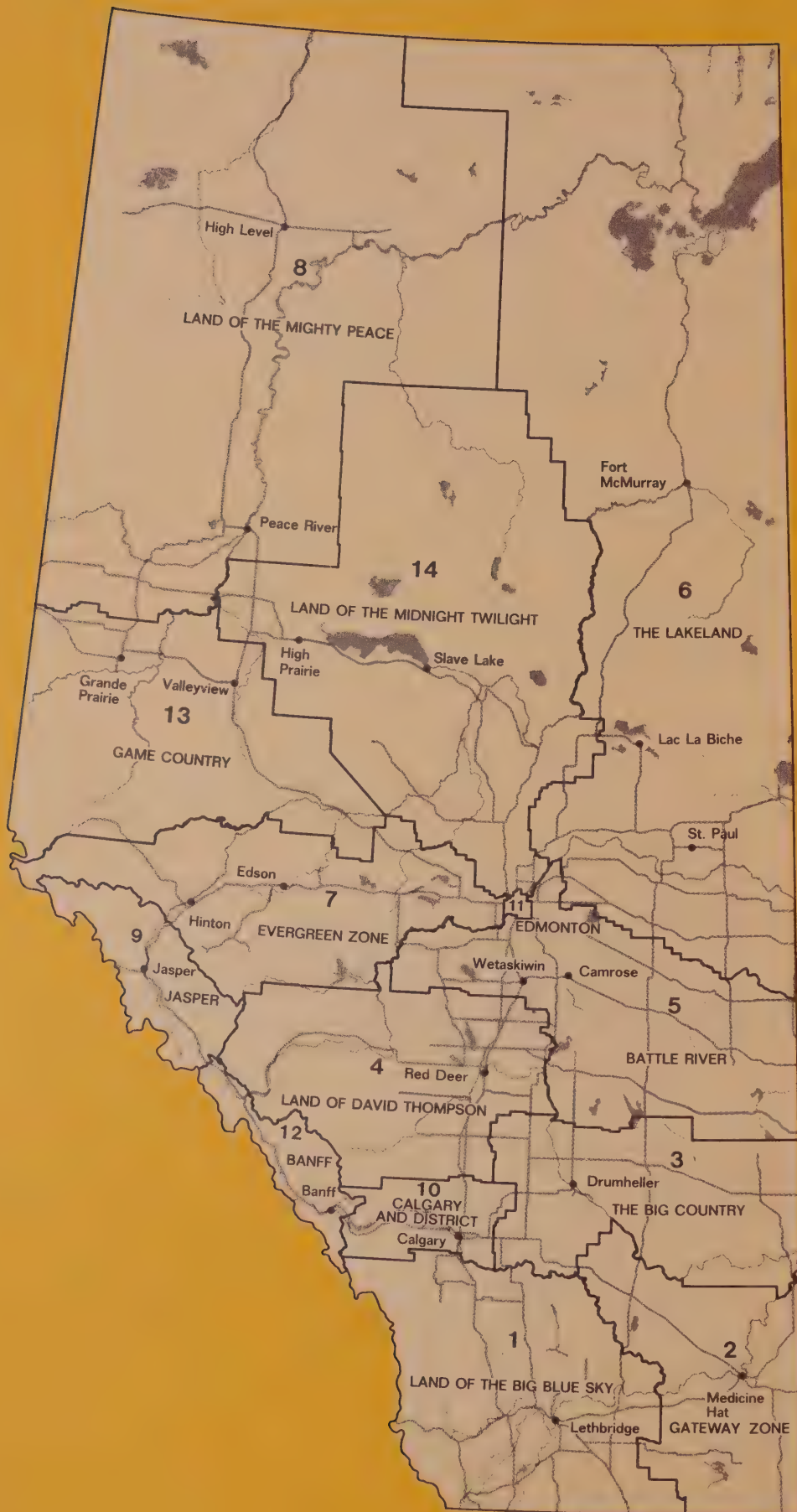


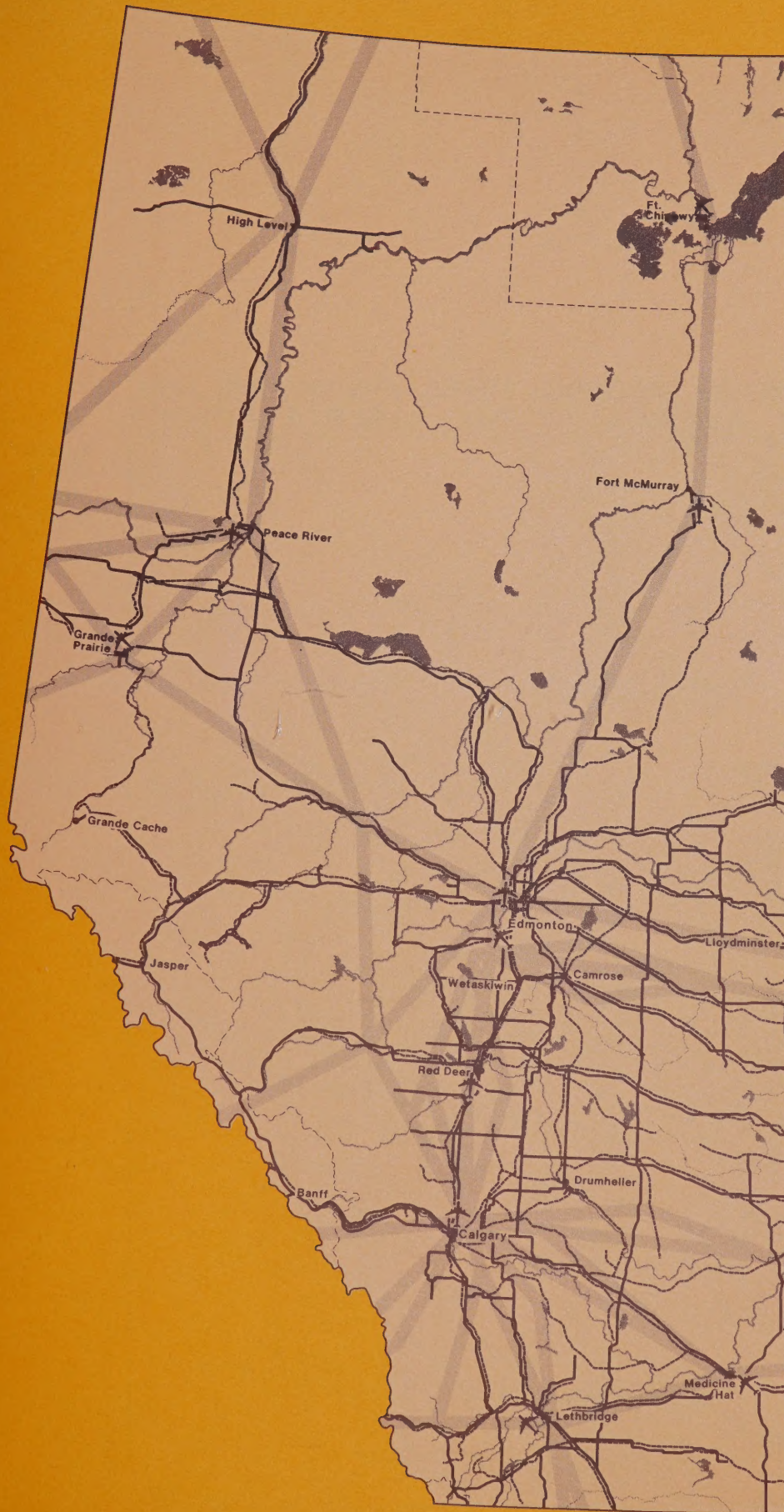
Legend

Resident
Non-Resident



Tourist Zones





Transportation in Alberta

- PRIMARY HIGHWAY
- RAILWAY
- CONTROLLED AIR CORRIDOR
- SCHEDULED AIRLINE STOP

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